



Apply online: <https://makewayforbooks.org/careers/>

Make Way for Books (MWFB) is a nonprofit 501(c)(3) organization dedicated to making a positive impact in our community by providing essential early literacy services in under-resourced communities of Arizona. Our mission is to give all children the chance to read and succeed.

POSITION TITLE: Development and Marketing Manager

POSITION LOCATION: Tucson-based

REPORTS TO: Development Director

SALARY RANGE: \$46,030-\$57,538

CLASS: 105

FLSA STATUS: Exempt

CATEGORY: Staff – Regular

FULL TIME/PART TIME: Full Time, 40 hours per week (1.0 FTE)

POSITION DESCRIPTION:

The Development and Marketing Manager will play a crucial role in advancing our mission by leading and executing strategies to enhance fundraising efforts and increase visibility through effective marketing. This position requires a dynamic and creative individual with experience in both development and marketing, who can seamlessly integrate these functions to support and grow the organization.

KEY RESPONSIBILITIES

DEVELOPMENT:

- Supports/leads online events and donor campaigns, including Giving Tuesday, Year-End Giving, Peer to Peer, and other online events, and track analytics related to engagement to provide post-campaign insights
- Serves as database manager for the Development Department, ensuring accurate donor, biographical data and prospecting notes.
- Works closely with the Development Director to ensure all activities are in line with the department's Solicitation & Stewardship Strategic Plan.
- Regularly records all gifts received by the organization including cash, checks and credit card donations received both in person and through on-line portals. Also log in-kind gifts received at MWFB.
- Leads organic and paid digital marketing campaigns connected to fundraising goals.
- Writes development content for fundraising events with the collaboration of the development team.
- Maintains working knowledge of assigned CRMs, email marketing programs (MailChimp), and text messaging marketing platforms.

- Provides ad-hoc reporting as necessary to meet organizational goals. Experience in data importing, data sorting, and segmentation.

MARKETING:

- Executes a strategic marketing plan to enhance the organization's visibility and reputation.
- Develops and manages content for all marketing channels, including social media, email, newsletters, and print materials.
- Manages the creation of promotional materials, including brochures, annual reports, and press releases.
- Manages the organization's brand and ensures consistent messaging across all platforms.
- Analyzes and reports on the effectiveness of marketing initiatives and campaigns.

Minimum Qualifications

- Bachelor's degree in Marketing, Communications, Non-Profit Management, or a related field.
- Minimum of 3 years of experience in development and/or marketing, preferably in the non-profit sector.

Knowledge, Skills and Abilities

- Proven track record of successful fundraising and donor cultivation.
- Strong project management skills with the ability to manage multiple priorities.
- Proficiency with donor management software and marketing tools.
- Ability to work independently and as part of a team.
- Strong interpersonal skills and the ability to build relationships with flexibility and finesse.
- Excellent communication, writing, and public speaking skills.
- Excellent problem-solving skills.
- Computer proficient in MS Office suite, Google suite, and other general business technology.
- Excellent organizational and time management skills and the ability to meet and maintain deadlines.
- Ability to work independently and collaboratively as part of a team.
- Passion for the mission and goals of Make Way for Books

Personal Attributes

- Creative and strategic thinker with a proactive approach to problem-solving.
- High level of integrity and commitment to ethical practices.
- Strong interpersonal skills with the ability to build relationships and influence others.
- Adaptable and flexible, able to work in a fast-paced environment.
- Detail-oriented with strong organizational skills.

THE INTENT OF THIS POSITION DESCRIPTION IS TO PROVIDE A REPRESENTATIVE SUMMARY OF THE ESSENTIAL DUTIES PERFORMED BY INCUMBENTS OF THE POSITION. INCUMBENTS MAY BE REQUIRED TO PERFORM OTHER JOB-RELATED TASKS OTHER THAN THOSE SPECIFICALLY PRESENTED IN THIS DESCRIPTION.

PRE-EMPLOYMENT SCREENINGS

Make Way for Books conducts pre-employment screenings for all positions, which may include a criminal background check, verification of academic credentials, licenses, certifications, and work history. In addition, a check of names and identification documents is conducted on all new employees to ensure they are legally authorized to work in the United States. Make Way for Books is an EEO/AA – M/W/D/V Employer.

Make Way for Books does not and shall not discriminate on the basis of race, color, ethnicity, religion (creed), gender, gender expression, gender identity, age, national origin (ancestry), citizenship, economic circumstances, disability, marital status, familial status, sexual orientation, veteran status, or military status, in any of its activities or operations. These activities include, but are not limited to, hiring and firing of staff, selection of volunteers and vendors, and provision of programs and services. We are committed to providing an inclusive and welcoming environment for all members of our staff, clients, volunteers, subcontractors, and vendors.

All MWFB staff members are expected to join with and uphold this commitment.

To apply: Please apply online with a resume and cover letter at <https://makewayforbooks.org/careers/> . The interview process will include multiple interviews. Please, no phone calls.